

Business Development Manager

Department: Consulting Sales
Location: 50 Featherstone Street, EC1Y 8RT, Central London
Reports To: Commercial Director
Hours: Full Time (37.5hrs)

Overall Objective

- To develop new business from clients & prospects on behalf of YouGov products and services
- To support the UK Head of Sales in the development of new business and marketing initiatives

Key Responsibilities

- Sales and promotion
 - To agree targets, both financial and structural (i.e. organisation specific), with the UK Head of Sales and to deliver on these targets
 - To sell and promote all YouGov services to new clients using a 'needs based' approach
 - To undertake prospecting duties as necessary to develop new business opportunities on behalf of YouGov. It is envisaged this will involve cold calling, networking events, conferences and meetings all of which will represent a significant part of the day to day function of the Business Development Manager
- Client liaison
 - To advise and build positive relationships with clients on new projects
 - To network effectively with potential clients through various means of opportunities
- Proposal writing
 - To provide input (as required) to proposals
- Subject knowledge
 - To advise others on commercial subject issues and how they can potentially affect research design and the client's business
 - To react to and work with the UK Head of Sales on issues in the market sector(s) which present YouGov with new business opportunities
- Presentation and report writing
 - To prepare and deliver presentations of YouGov, which provide clients with information of how YouGov can provide solutions to the business issue
- Organisational management
 - To contribute to the wider management of YouGov as required
 - To manage workload in an effective manner to ensure that all tasks are met
- To ensure client satisfaction and to represent YouGov plc in a professional and ethical manner at all times. To ensure queries not relevant to the department are passed on to the relevant contact or department promptly.
- To protect YouGov in all client relationships and act with integrity at all times.
- To operate with a strong commercial awareness in order to minimise exposure and ensure quality business is generated and retained.

Skills required

- Strong business and commercial acumen
- Good presentation skills
- Excellent interpersonal skills
- Strong initiative, negotiation and influencing skills
- Proactive account management and sales focus
- Ability to self-organise and self-manage to achieve business development targets

Personal attributes

- Self-discipline
- Self motivation
- Positive attitude
- Excellent organisational skills
- Professional attitude

Experience required

- Targeting and management of potential clients
- Excellent track record of sales performance

Education and qualifications

- Educated up to at least degree level from a good university
- Fluent written and spoken English

This is not an exhaustive list, and you will be expected to be flexible in your approach to carrying out your duties, that may change from time to time to reflect changes in the Company's circumstances. This will include providing cover for colleagues as required. The Company therefore reserves the right to vary the job description in consultation with you.

All YouGov plc employees are expected to comply with the Company's policies, rules and procedures as outlined in the handbook, health and safety manual and all other publications.